

Brownfields 2003- 2007 Annual Conference Cooperative Agreement Application Guidelines

The Catalog of Federal Domestic Assistance (CFDA) number for Brownfields Training, Research and Technical Assistance Grants and Cooperative Agreements is 66.814.

I. INTRODUCTION

Background

One of the major efforts under EPA's Brownfields Program is to build partnerships and outreach among federal agencies, states, tribes, municipalities, communities, and other entities. For the past several years, EPA has brought together various stakeholders to exchange ideas about brownfields assessment, cleanup and redevelopment through the annual Brownfields conference. EPA funds a "lead" non-federal co-sponsor to assist states, tribes, local governments, non-profits, industry and community groups participate in this annual event.

EPA expects to select one candidate to receive a cooperative agreement to be the lead non-Federal co-sponsor for the next five annual Brownfields conferences. The 2003 Conference will be at the Portland, Oregon Convention Center on October 27th through 29th, 2003. The location of the conferences for the 2004 - 2007 conferences will be determined jointly by EPA and the successful applicant.

EPA has co-sponsored 7 annual Brownfields conferences, with attendance growing each year, from over 500 attendees in 1996 in Pittsburgh, Pennsylvania to over 3,300 in attendance at the 2002 conference in Charlotte, North Carolina. Please see Appendix B for a description of the plenary and panel sessions, exhibit hall, awards ceremony, and working sessions that took place at the Brownfields 2002 conference.

The annual Brownfields conferences bring together key experts from all levels of government, business, and finance. EPA will provide financial assistance to the lead non Federal co-sponsor to promote research, provide training and technical assistance, and explore solutions on brownfields topics such as:

- Brownfields Assessment Policies and Technologies
- Brownfields Cleanup Policies and Technologies
- Brownfields Redevelopment Activities
- Environmental Insurance
- Smart Growth, Greenspace Preservation, and Green Buildings
- Financing Brownfields Assessment, Cleanup, and Redevelopment Activities
- Community Involvement
- Environmental Justice

- Health Impacts of Brownfields
- Best Practices for Brownfields Revitalization at the State, tribal and local levels of government
- Best Practices for industry and community groups interested in Brownfields Revitalization

Putting together the next five Brownfields conferences will be a challenging experience requiring significant amounts of coordination. EPA intends to provide financial support to an effective non-Federal co-sponsor to make substantive contributions to the development of the technical and policy content of the agenda.

Cooperative agreements, unlike grants, provide for substantial involvement on the part of the federal government. By awarding a cooperative agreement, EPA anticipates substantial involvement in conference activities. EPA will be in contact with the cooperative agreement recipient through routinely scheduled conference calls, as well as ad-hoc e-mails, faxes, site visits, and any other necessary communications. For this award, EPA will also abide by the October 1996 Guidance on Co-Sponsoring Conferences contained in EPA Ethics Advisory 96-15. The recipient must cooperate with EPA to facilitate compliance with this ethics guidance and all other ethics rules.

Authority for Financial Assistance

The Brownfields program is authorized by the Small Business Liability Relief and Brownfields Revitalization Act, signed into law on January 11, 2002. The Act amends the Comprehensive Environmental Response Compensation and Liability Act (CERCLA) §104 to add (k)(6) which provides EPA authority to fund eligible entities or nonprofit organizations to provide training, research, and technical assistance to facilitate the inventory of brownfield sites, site assessments, cleanup of brownfield properties, community involvement or site preparation. The conferences fit under the umbrella of allowable activities under the new legislation by providing a forum to share vital research and to provide training and technical assistance for revitalization of brownfield sites.

Funds Available for Award: This RFA is for an estimated \$3,400,000 available for award for a five year cooperative agreement. EPA will incrementally fund this cooperative agreement on a year to year basis at approximately \$600,000 the first year and \$700,000 for each of the following years. Approval of subsequent funding increments is dependent on satisfactory project progress, continued relevance of the project to EPA's priorities, and availability of funds.

Eligible Applicants

Nonprofit organizations as defined by Section 4(6) of the Federal Financial Management Assistance Act of 1999, Public Law 106-107, 31 U.S.C. 6101 Note. Groups of two or more eligible applicants may choose to form a coalition and submit a single application for this cooperative agreement. However, nonprofit organizations described in Section 501(c)(4) of the Internal Revenue Code that engage in lobbying activities as defined in Section 3 of the Lobbying Disclosure Act of 1995 are not eligible to apply or be part of a coalition.

Coalition Applications

Coalitions must identify which eligible organization will be the recipient of the cooperative agreement, and which eligible organization(s) will be subawardees of the recipient. Subawards must be consistent with the definition of that term in 40 CFR 30.2(ff). Any contracts for services or products funded with EPA financial assistance must be awarded under the competitive procurement provisions of 40 CFR Part 30. The recipient must administer the cooperative agreement, is accountable to EPA for proper expenditure of the funds, and will be the point of contact for the coalition. As provided in 40 CFR 30.2(gg), subrecipients are accountable to the recipient for proper use of EPA funding.

Limitations on Use of EPA Funds

All funds from the cooperative agreement must be used specifically for the preparation and organization and implementation of the conferences. Pursuant to CERCLA §104(k)(4)(B), cooperative agreement funds cannot be used to cover administrative costs. For additional information on cost prohibitions, please refer to Appendix A (Prohibition on Use of Funds).

The agreement awarded under this RFA will be subject to 40 CFR Parts 30 and 34 and OMB Cost Circular A-122. In accordance with EPA guidance and OMB Circular No. A-122, as appropriate, the recipient agrees that it will not use assistance funds for lobbying, fund-raising or political activities (e.g., lobbying members of Congress, or lobbying for other federal grants, cooperative agreements or contracts). The terms and conditions of the cooperative agreement may put additional and specific limitations on the funding.

Contractor Support and EPA Financial Assistance Awarded for the 2003 Conference.

Please note: EPA plans to use Federal contractors for the logistical support required for the next five Brownfields annual conferences. This includes securing the conference facility, coordinating with local hotels to secure blocks of rooms, coordinating with airlines for special rates, and providing other logistical support as needed. Your proposal will not be evaluated on your capability to provide this kind of logistical support.

Additionally, EPA has funded a travel scholarship program through a pre-existing CERCLA 311(c) cooperative agreement with the International City/County Management Association (ICMA). The travel scholarship provides a limited number of full and partial scholarships for individuals interested in attending the Brownfields conference who otherwise would not be able to attend without financial assistance. The scholarship program will ensure diverse brownfields stakeholder groups' participation in the conference. Please see Appendix B for more information on the expenses covered by the travel scholarships, eligible applicants, and evaluation criteria for selecting travel scholarship recipients.

Please note: For the 2003 conference, the successful applicant for this RFA will be expected to work with ICMA to effectively coordinate the travel scholarship program. For the 2004 - 2007 annual Brownfields conferences, the travel scholarship program will be managed by the cooperative agreement recipient under this RFA. Applicants should factor the travel scholarship program into their budget for 2004 - 2007.

II. EVALUATION OF PROPOSALS

EPA has developed a ranking system, described below, that includes applicable ranking criteria found in CERCLA §104(k)(5)(C), as well as other criteria relating to effective use of EPA financial assistance. EPA will award a cooperative agreement to the applicant determined to have the highest rankings under this system.

EPA will conduct the competition consistent with EPA Order 5700.5, Policy on Competition for Assistance Agreements (9/12/02). EPA will establish a national review panel consisting of Federal employees familiar with the brownfields program, as well as individuals familiar with the intricacies of large-scale conference planning. EPA will use a points system to rank applications and select an awardee.

Final selection will be made by EPA senior management. Successful and unsuccessful applicants will be notified of their award status in writing. EPA anticipates awarding the cooperative agreement within 30 days of the application deadline. The anticipated project period for this award is January 2003 - December 2007. Any disputes regarding proposals or applications submitted in response to these guidelines will be resolved in accordance with 40 CFR 30.63 and Part 31, subpart F. EPA reserves the right to reject all applications and make no awards.

III. PROPOSAL CONTENTS

Proposals must be clear and decisive, strictly follow the criteria, and provide sufficient detail for the panel to compare the merits of each and decide which proposal best supports the intent of the conferences. Vague descriptions and un-necessary redundancy may reduce the chance of a favorable rating. Proposals providing the best evidence of a quality project and appropriate use of funds will have the best chance of being recommended by the panel. Each proposal must include the following sections (further explanation provided on subsequent pages):

Cover Page (1 Page)

Overview (up to 2 pages)

Budget (1 page)

Letters of Support (no page limit)

Attachments (as appropriate)

Responses to Threshold Criteria (up to 4 pages)

Experience with Conference Planning (up to 2 pages)

Knowledge of Brownfields Issues (up to 2 pages)

Responses to Evaluation Criteria (up to 16 pages)

Technical Program

Leveraging of Additional Resources

Past Performance on EPA Cooperative Agreements and Development of Other Large Scale Conferences

Outreach

Stakeholder Involvement (including travel scholarship program)

Conference Evaluation
Quality Assurance/Quality Control
Measures of Success

To ensure fair and equitable evaluation of the proposals, please do not exceed the above, single-sided page limitations. There is no guarantee that pages submitted beyond the limitations will be reviewed by the evaluation panel and doing so could reduce your chances of a favorable rating. In addition, all materials included in the proposal (including attachments) must be printed on letter-sized paper with font sizes no smaller than 11 points.

Applicants should clearly mark information they consider confidential. EPA will make final confidentiality decisions in accordance with Agency regulations at 40 CFR Part 2, Subpart B.

Cover Page

This page is intended to identify the applicant and a point of contact for communication with EPA. The cover page should be on a single page and include the following data elements in the format of your choice.

- Applicant identification: the name of the main implementor of the project
- Contact: the name of the person who is responsible for the proposal. We will contact this person if we need further information.
- Mailing address of the contact
- Telephone/Fax/E-mail of the contact
- Date Submitted: the date when the proposal is post-marked or sent to EPA via registered or tracked mail

Overview

The Overview section of the proposal provides an important opportunity to briefly summarize the overall vision for the next five Brownfields conferences as well as your strategy for accomplishing this vision. Information you provide in the Overview may overlap with your responses to the evaluation criteria. Provide an overview of the following topics:

Background

- Describe your experience in providing conference planning and support, particularly conferences related to complex environmental and/or technical subject matter.
- Describe your relationships with stakeholders in the Brownfields community and your knowledge of the Brownfields program.

Goals and Objectives

- Describe your vision of a successful Brownfields conference.

Strategy

- Provide an overview of your proposed conference plan(s).
- Provide an overview of your plan to achieve successful conferences.

Budget

Provide a proposed budget for your project. A clear and concise budget is a critical element of the package. The following budget categories may be useful when presenting your budget in the proposal: personnel, travel, equipment, supplies, contractual, other. (* EPA defines equipment as items which cost \$5,000 or more. Items costing less than \$5,000 are considered supplies.). The following is a suggested budget format:

	Tasks							
Budget Categories	Technical Program Support	Outreach	Stakeholder Involvement	Travel Scholarship Program for 2004 - 2007	Conference Evaluation	QA/QC	Measures of Success	Total
Personnel								
Travel								
Equipment								
Supplies								
Contractual								
Other (specify)								
Total								

Allowable activities include direct costs related to organizing and implementing the conference. Please note that pursuant to CERCLA §104(k)(4)(B), cooperative agreement funds can not be used to cover administrative costs, **including all indirect costs**. See Appendix A for further clarification of administrative costs, including indirect costs.

Include a budget narrative that provides a detailed explanation of the budget categories for each task. If you plan to offer in kind support under Ranking Criteria Number 2, below, please describe that support in the narrative that accompanies the budget.

Attachments

As appropriate, please include any attachments. If you have multiple attachments, please provide an index.

Letters of Support

Letters of Support, commitment, or partnership from other government or private entities. The applicant should demonstrate willingness of participation from the city and state government in which the conference will be held. The conference will be held in Portland, Oregon on October

27th - 29th, 2003. Locations for the 2004 - 2007 conferences will be determined jointly by EPA and the successful applicant.

IV. THRESHOLD CRITERIA

In order to be considered for award of this cooperative agreement, the applicant must meet the two threshold criteria described below.

1. Experience with Conference Planning (up to 2 pages)

- The applicant must have significant experience in planning and executing large-scale technical conferences. Describe the type and scale of conferences with which you have had experience, and the nature of your roles and responsibilities in such conferences.

2. Knowledge of Brownfields Issues (up to 2 pages)

- The applicant must provide demonstrated understanding and experience with the Brownfields program, including the impacts of the recent brownfields legislation. Provide evidence of your understanding of the brownfields program and examples of your involvement in brownfields-related activities, including your roles and responsibilities in such activities.

V. RANKING CRITERIA

Your response to each of the following criteria will be the primary basis on which EPA selects or rejects your proposal for the conference. The proposal evaluation panel will review the proposals carefully and assess each response based on how well it addresses each criterion. A points system will be used to evaluate the proposals. Next to the title of each evaluation criterion below is the maximum number of points that can be awarded for that criterion (with a total possible score of 100). There is no guarantee of an award. If a particular criterion is not relevant to your proposal, please acknowledge and explain why it does not apply.

1. Technical Program (35 points)

Please note: Technical program information typical of prior years' conferences is included in Appendix B for your reference. This information is provided to give applicants an understanding of the scope, scale and organization of previous conferences which may be of assistance in planning your response to this criteria. Applicants are not required to duplicate the format or approach taken in prior conferences, and are encouraged to propose alternatives that will enhance the effectiveness of the technical program.

- Describe your method for developing the technical program for Brownfields annual conferences, including: development of conference theme, topics, and sessions, and managing the call for presentations.
- Describe your process for organizing and securing speakers for the plenary sessions. Please note, other organizations (including EPA) will be involved with organizing these sessions. Describe how you will coordinate your efforts with other organizations to

prevent mis-communication and duplication of effort in organizing the plenary sessions.

- Describe your process for selection and retention of speakers and moderators for the conference.
- Describe the extent to which your approach to sponsoring the conferences' technical programs will facilitate the use or reuse of existing infrastructure (i.e., use or re-use of knowledge, tools, resources from existing federal programs with an interest in Brownfields).
- Describe how this conference will be used as a forum to address/facilitate the identification and/or reduction of threats to the health and welfare of sensitive populations (e.g., children, pregnant women, minority or low-income communities).
- Describe how the conferences will promote sustainable reuse of brownfields and prevent the creation of future brownfields. Describe how you will incorporate sustainable reuse themes into the conferences and how it will foster protection and restoration of the quality of the natural environment, improve the quality of life for the community, broaden prospects for future generations, and help reduce resource consumption.
- Describe how the conferences will incorporate educational information that will stimulate economic development, including the creation of jobs, capital investment, and increases to the local tax base in brownfields communities.
- Describe your process for organizing space for brownfields-related display material.

2. Leveraging of Additional Resources (10 Points)

- Describe your plan for obtaining additional financial and in kind support for your efforts as the lead non Federal co-sponsor at the next five Brownfields annual conferences (2003 - 2007). Although EPA is not requiring a mandatory cost share, a statutory factor in ranking applications under Section 104(k)(6) is the extent to which EPA financial assistance will stimulate the availability of other funds for environmental assessment or remediation, and subsequent reuse of Brownfields sites. Applicants are encouraged to provide information regarding resources (cash/in-kind services) that they, or a project partner, would commit to the conferences. EPA will consider these commitments as part of this ranking factor.

Please note that under OMB Circular A-122 EPA financial assistance cannot be used for fund-raising. Therefore, any costs associated with fund-raising must not be included in the budget for your proposal. In addition, you must make clear, in any solicitation for funds to cover event costs, that your organization, and not EPA, is asking for funding. You cannot imply that EPA endorses any fund-raising activities in connection with the event. You must also make clear to donors that any gift to the recipient for use in connection with Brownfields annual conferences will go solely toward defraying the expenses of the recipient, not EPA.

3. Past Performance on EPA Cooperative Agreements and Development of Other Large Scale Conferences (20 points)

- EPA will carefully consider the applicant's past performance administering EPA financial assistance and carrying out projects supported by EPA and other Federal

agencies. This may include the results of audits conducted by EPA's Office of Inspector General, other Federal agencies, or state, local or tribal oversight entities. Describe your performance history with EPA financial assistance and provide contacts for EPA to obtain additional information (as appropriate).

- The applicant must demonstrate satisfactory past performance in planning and executing large-scale technical conferences. Describe your history of successes in planning and executing conferences. To support your description, you may include evaluation results from previous conferences as well as letters of commendation from conference attendees and/or co-sponsors.

4. Outreach (10 points)

- Describe your process for designing and implementing a full-scale marketing strategy to ensure widespread communication about the conference purpose, technical program, and participants. Describe how this marketing strategy will be developed and implemented early in the conference planning stages and consistently adhered to throughout the planning stages and at the conference.
- Describe your process for creating and placing conference advertisements in your professional journals, newsletter, and Internet site (as applicable) as well as newspapers, magazines, and other media outlets.
- Describe your process for sharing the created material with other co-sponsors, as they are made available.
- Describe how you will prepare printing materials (i.e., press releases, drop-in ads, and brochures) regarding the conferences, as well as creating and maintaining a web site with links to EPA and the other co-sponsors for the conferences.

EPA recognizes that outreach strategies and processes may change from year to year. Describe how you will incorporate lessons learned from a particular conference year into your outreach strategies for subsequent years.

Please note that EPA's logo can only be used for factual publicity for Brownfields 2003 and subsequent conferences. Factual publicity includes dates, times, locations, purposes, agendas, fees, and speakers involved with the event. Such factual publicity shall not imply that the involvement of EPA in the event serves as an endorsement of the general policies, activities or products of the recipient. Where confusion could result, publicity should be accompanied by a disclaimer to the effect that no endorsement is intended. EPA must clear all publicity materials for the event that use EPA's name and/or logo with the recipient's.

5. Stakeholder Involvement (including travel scholarship program) (10 points)

- Describe your process to ensure that a diverse stakeholder base participates in and attends the conferences. This would include representatives from urban and rural revitalization organizations, environmental grassroots organizations, environmental cleanup technology industries, economic revitalization organizations, insurance, banking, and other financial industries.
- For the 2004 - 2007 conferences, describe your approach to managing a travel scholarship program, including criteria for selection, reimbursement rates, distribution of

resources, and payments to recipients. Please note that travel scholarships may not be given to federal employees.

- Describe the extent to which the depth and breadth of stakeholder involvement at the conferences will stimulate the availability of other funds for environmental assessment or remediation, and subsequent reuse, of an area in which one or more brownfield properties are located (i.e., will the stakeholders participating in the conference include persons who can facilitate interactions which stimulate financial interest in redeveloping Brownfields properties?).
- Describe the extent to which the conferences will provide for involvement of local communities in the process of making decisions relating to cleanup and future use of a brownfields property.
- Describe how your organization would ensure appropriate and adequate media coverage before, during, and after the conferences.

6. Conference Evaluation (5 points)

- Describe how you will collect information from conference participants to evaluate performance and content and use results for subsequent conferences. It is expected that information will be collected and analyzed for each of the next five annual Brownfields conferences.

7. Quality Assurance/Quality Control (5 points)

- Describe monitoring and quality assurance and project management activities. For example, describe management tools, management plans, scheduling tools, organizational charts, and any other methods and tools you will use to ensure timely, efficient, and coordinated completion of tasks. Describe your quality assurance/quality control procedures and how they will ensure development of high quality final products.

8. Measures of Success (5 points)

- Describe your plans for measuring success in achieving your goals for the conferences. Describe an on-going evaluation process that will assess the management of the conference proceedings and achievement of goals.
- Describe any reports or other deliverables you plan to provide to EPA as documentation of your progress and success.

VI. PROPOSAL SUBMISSION AND SELECTION SCHEDULE

The Office of Solid Waste and Emergency Response will accept proposals post-marked or sent to EPA via registered or tracked mail by January 22, 2003. Copies of the Standard Form 424 (SF 424) Application for Federal Assistance may be obtained by following the links to SF forms on the following web site: www.gsa.gov/forms.

Applicants should send *three copies* of their proposal to the appropriate address below:

If sending via an overnight express delivery service, please send to:

U.S. EPA
Attn: Beth Zelenski
1301 Constitution Avenue, NW
Suite 2402
Washington, DC 20004

If sending via first class mail, please send to:

U.S. EPA
Attn: Beth Zelenski
MC 5105-T
1200 Pennsylvania Avenue, NW
Washington, DC 20460

Applicants with any questions about the solicitation should feel free to contact:

Beth Zelenski
EPA Office of Brownfields Cleanup and Redevelopment
Phone: 202-566-2745
E-mail: zelenski.beth@epa.gov

In addition, EPA anticipates holding a meeting open to all applicants interested in this RFA.

EPA anticipates awarding this assistance agreement within 30 days of the application deadline, no later than February 21, 2003. Successful and unsuccessful applicants will be notified of their award status in writing. Upon selection, the applicant will be asked to submit a formal cooperative agreement application package. The package will include a formal work plan that provides a project overview, describes the work/tasks to be performed, including Quality Assurance documents, a final budget, deliverables, and the required certification forms.

EPA will work with the successful applicant to comply with the Intergovernmental review requirements of Executive Order 12372 and 40 CFR Part 29.

Appendix A. Prohibitions on Use of Funds

The Brownfields law prohibits the use of any “part of a grant or loan” awarded under Section 104(k) of CERCLA for, among other things, the payment of an administrative cost. In implementing the administrative cost prohibition, EPA has made a distinction between prohibited **administrative costs** and eligible **programmatic costs**.

Administrative Costs

Prohibited administrative costs are direct costs including those in the form of salaries, benefits, contractual costs, supplies, and data processing charges incurred to comply with most provisions of the “Uniform Administrative Requirements for Grants” contained in 40 CFR Part 30 or 40 CFR Part 31. Direct costs for grant administration are ineligible even if the grantee or sub-grantee is required to carry out the activity under the grant agreement. Ineligible grant administration costs include expenses for:

- Preparation of applications for Brownfields grants and sub-grants,
- Record retention required under 40 CFR 30.53 and 40 CFR 31.42,
- Record-keeping associated with supplies and equipment purchases required under 40 CFR 30.33, 30.34, and 30.35 and 40 CFR 31.32 and 31.33,
- Preparing revisions and changes in the budgets, scopes of work, program plans and other activities required under 40 CFR 30.25 and 40 CFR 31.30,
- Maintaining and operating financial management systems required under 40 CFR 30.20 and 40 CFR 31.20,
- Preparing payment requests and handling payments under 40 CFR 30.22 and 40 CFR 31.21,
- Nonfederal audits required under 40 CFR 30.26, 40 CFR 31.26, and OMB Circular A-133, and,
- Close out under 40 CFR 30.71 and 40 CFR 31.50.

Prohibited administrative costs are also **all indirect costs** under OMB Circulars A-21 (Educational Institutions), A-87 (governmental units), A-122 (Non-profit Organizations), and Subpart 31.2 (Commercial Organizations) of the Federal Acquisition Regulation. Indirect costs are those that have been incurred for common or joint purposes. After direct costs have been determined and assigned directly to Federal awards and other activities as appropriate, indirect costs are those remaining to be allocated to benefitted cost objectives.

Indirect costs are those that have been incurred for common or joint objectives and cannot be readily identified with a particular final cost objective. After direct costs have been determined and assigned directly to awards or other work as appropriate, indirect costs are those remaining to be allocated to benefitting cost objectives. Typical examples of indirect costs for many non-profit organizations may include depreciation or use allowances on buildings and equipment, the costs of operating and maintaining facilities, and general administrative costs, such as the salaries and expenses of executive officers, personnel administration, and accounting.

Programmatic Costs

EPA has determined that the administrative cost prohibition does not apply to “programmatic” costs, i.e., costs for activities that are integral to achieving the purpose of the grant, even if the Agency considered the costs to be “administrative” under the prior Brownfields program. In the case of grants for implementation of Brownfields programs under CERCLA §104(k)(6), programmatic costs would include expenses for providing training, research, and technical assistance. Eligible programmatic costs can include expenses for travel, training, equipment, supplies, reference materials and contractual support if those costs are reasonable and allocable to tasks specified in a grantee’s approved scope of work. Direct costs, as defined in the applicable OMB Cost Principle Circular, for the following programmatic activities are not subject to the administrative cost prohibition:

- Costs incurred for complying with procurement provisions of 40 CFR Part 30 and 31 are considered eligible programmatic costs only if the procurement contract is for services or products that are direct costs for research, training, and/or technical assistance.
- Costs for performance and financial reporting required under 40 CFR 30.51 and 30.52, and 40 CFR 31.40 and 31.41 are eligible programmatic costs. Performance and financial reporting are essential programmatic tools for both the recipient and EPA to ensure that grants are carried out in accordance with statutory and regulatory requirements.

The Agency will provide applicants with additional clarification on the difference between prohibited administrative costs and eligible programmatic costs upon request.

Appendix B. Technical Program Information

This Appendix provides a description of major aspects of the technical program of prior Brownfields annual conferences. This information is provided to give the applicant a sense of the scope and scale of the technical program.

Plenary Sessions

Past conferences have typically had three plenary sessions - an opening plenary, a town meeting plenary, and the Phoenix Awards plenary session. The opening plenary is a two-hour session featuring remarks by distinguished speakers. The town meeting plenary is a 90 minute session that provides an opportunity for conference participants to engage in dialogue with a panel of Brownfields experts. The Phoenix Award plenary is a 90 minute session honoring Phoenix Award recipients who have premier brownfields redevelopment projects which serve as models and inspiration for other communities seeking to revitalize their landscapes.

Technical Sessions (panel sessions, and single-speaker sessions)

Past conferences have had approximately 75 panel sessions, each with 1 -5 speakers and a moderator. The sessions are 90 minutes in length, are scheduled throughout the conference (many running concurrently) and typically have about 100 audience participants per session. In past years sessions have been categorized according to broad themes including: partnerships; financing the brownfields deal; creating value and sustainability; understanding the new brownfields legislation; and new and evolving assessment, remediation, and construction technologies.

Marketplace of Ideas

The Marketplace of Ideas is an opportunity for persons with interests in certain Brownfields topics to get together and exchange ideas informally (without presentations). Marketplace of Ideas sessions are typically smaller than technical sessions and provide an appropriate forum for problem-solving and information exchange. Prior annual conferences typically have had about 55 marketplace sessions that need to be scheduled and for which meeting space must be reserved and a moderator selected.

Mobile Workshops

In past years the conference program has included 4 - 8 mobile workshops, each with 3 -5 speakers who lead discussions and tours of successful brownfields projects in the local area surrounding the conference. Local community members, property owners, developers, and business leaders talk about what has made local projects successful, providing participants with useful strategies for addressing brownfields.

Poster Presentations

Posters are a visual presentation of brownfields projects from across the United States. Poster presentations remained on display in the exhibit hall throughout the duration of the annual conferences. Conference participants got an opportunity to vote for their favorite poster and to speak with the poster authors one-on-one about their work. Past conferences have had about 60 poster presentations in the exhibit hall area of the conference center.

Exhibit Booths

The exhibit booth has been presented by the International City/County Management Association (ICMA) at past conferences. There are typically about 150 -200 exhibit booths at the conference. Several events take place in the exhibit hall throughout the duration of the conference, including several presentations from vendors about their products and services.

Travel Scholarship Program

The travel scholarship program provided a limited number of full and partial scholarships for individuals interested in attending the Brownfields 2002 conference who otherwise would not be able to attend without financial assistance. EPA funds the scholarship program to ensure diverse brownfields stakeholder groups' participation in the conference. However, EPA does not select attendees or otherwise manage the program. The travel scholarship program for the 2002 conference was administered by ICMA.

In past years, full scholarships covered travel (e.g., airfare and/or mileage), up to three nights' hotel accommodations (room and tax only), and the federal government per diem for three days. Partial scholarships covered hotel accommodations (room and tax only) and a limited spending allowance.

In past years, to be eligible for a scholarship, applicants had to be affiliated with, or a representative of, a local government, state or tribal government, community organization, environmental justice organization, or not-for-profit entity.